

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 570 Issue 1



nbcb4.com

AUG 14 2012

NBC 4 / WCMH
3165 Olentangy River Road
Columbus, OH 43202
PHONE (614) 263-4444 FAX (614) 447-8107

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	42500	Campaign Ref:	E:120810071
Buyer:	" "	Client/Product/Estimate:	321 /340 /1564	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/08/12 to 10/21/12	Weeks:	2	Order Ref:	06273115
Est/PO Number:	06273115	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Priorities Usa Actio	Booking Group:	WCMH	Key Market:	Columbus, OH
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show	02	1100	30	Nbr of Spots	1	1	1100
2	M-F 12p News	03	550	30	Nbr of Spots	1	1	550
3	M-F 5a News	03	550	30	Nbr of Spots	1	1	550
4	M-Su 6p News	03	1800	30	Nbr of Spots	1	1	1800
5	M-F 7p Extra	03	1300	30	Nbr of Spots	1	1	1300
6	M-F 9a Today Show II	03	1000	30	Nbr of Spots	1	1	1000
7	M-F 10a Today Show III	03	600	30	Nbr of Spots	1	1	600
8	M-F 1237a ET / 1137p CT Late Night	03	400	30	Nbr of Spots	1	1	400
9	M-F 4p Ellen	03	1100	30	Nbr of Spots	1	1	1100
Weekly Totals: Total Spots(Ord Spots)					30	5	35	

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10	M-F 5a News M.....	03	550	30 Comme		1	1	550
11	M-F 6a News M.....	03	1500	30 Comme		1	1	1500
12	Sat 6a NewsS	02	1100	30 Comme	1		1	1100
13	Sat 7-8a Today ShowS	03	1600	30 Comme	1		1	1600
14	M-Su 6p News MTWTFSS Isolations: W/C 10/08S	03	1800	30 Comme	1		1	1800
15	Sun 6:30a NewsS 06:30:00-08:00:00	03	1300	30 Comme	1		1	1300
16	Sun 8a Today ShowS	03	1700	30 Comme	1		1	1700
17	M-F 10a Today Show III ...T...	03	800	30 Comme	1		1	800
18	M-Su 11p News ...T...	03	2500	30 Comme	1		1	2500
19	M-F 1237a ET / 1137p CT Late Night ...T...	03	400	30 Comme	1		1	400
20	M-F 5p News ...T...	03	1400	30 Comme	1		1	1400
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21	M-F 6a News ...T...	03	1500	30 Comme	Nbr of Spots 1		1	1500
22	M-F 7a Today Show ...T...	02	1800	30 Comme	Nbr of Spots 1		1	1800
23	M-F 730p Inside Edition ...T...	03	1200	30 Comme	Nbr of Spots 1		1	1200
24	M-Su 11p News T.....	03	2500	30 Comme	Nbr of Spots 1		1	2500
25	M-F 12p News T.....	03	550	30 Comme	Nbr of Spots 1		1	550
26	M-F 5a News T.....	03	550	30 Comme	Nbr of Spots 1		1	550
27	M-F 5p News T.....	03	1400	30 Comme	Nbr of Spots 1		1	1400
28	M-F 7p Extra T.....	03	1300	30 Comme	Nbr of Spots 1		1	1300
29	M-F 7a Today Show T.....	02	1800	30 Comme	Nbr of Spots 1		1	1800
30	M-F 1135p ET / 1035p CT Tonight ..W....	02	1100	30 Comme	Nbr of Spots 1		1	1100
31	M-F 12p News	03	550	30 Comme	Nbr of Spots 1	5	1	550
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32	M-F 4p Ellen ..W....	03	1100	30 Comme	Nbr of Spots 1		1	1100
33	M-Su 6p News ..W....	03	1800	30 Comme	Nbr of Spots 1		1	1800
34	M-F 6a News ..W....	03	1500	30 Comme	Nbr of Spots 1		1	1500
35	M-F 9a Today Show II ..W....	03	1000	30 Comme	Nbr of Spots 1		1	1000
Weekly Totals: Total Spots(Ord Spots)					30	5	35	

Grand Totals				Month 10 Weeks: 4	
		10/08	10/15		
Spots	35		30		
Cost	42500		36350		

Grand Totals:

Spots:	35
Gross Total:	42,500.00
Commission:	6,375.00
Net Total:	36,125.00